

# **III. ECONOMIC AND DEMOGRAPHIC CHARACTERISTICS**

The demand for various land uses in Everett is directly related to its current and future economy and population. These factors are presented in this section as background for the analysis of the individual land uses in subsequent sections.

## **POPULATION**

Population levels and trends are considered for the City, its surrounding trade area, and the region as a whole.

## **REGIONAL OVERVIEW**

The Puget Sound Region is defined generally as Seattle and its surrounding counties, and specifically as the Seattle Consolidated Metropolitan Statistical Area (CMSA). The CMSA contains six counties - King, Pierce, Snohomish, Kitsap, Island, and Thurston counties. The four larger counties are members of the Puget Sound Regional Council (PSRC) and are the subject of extensive economic modeling and forecasting. For the purpose of this section, the four-county area is considered to be the greater Seattle region.

The economic base of this region is dominated by aerospace, forest products, defense, and international trade. Software, biotechnology, telecommunications, services, and tourism are increasingly important sectors. While The Boeing Company remains the largest employer in the state, the economy has diversified extensively over the past two decades, and the state's economy continued to grow in spite of large cuts in Boeing employment at the beginning of the 1990s. Although the economy of the region experienced the same slowdown as the rest of the country beginning in 2000-2001, the long term outlook is good.

The historical and projected levels of population and employment are summarized in Table III-1.

**Table III-1  
Puget Sound Region  
Projected Population and Employment Growth**

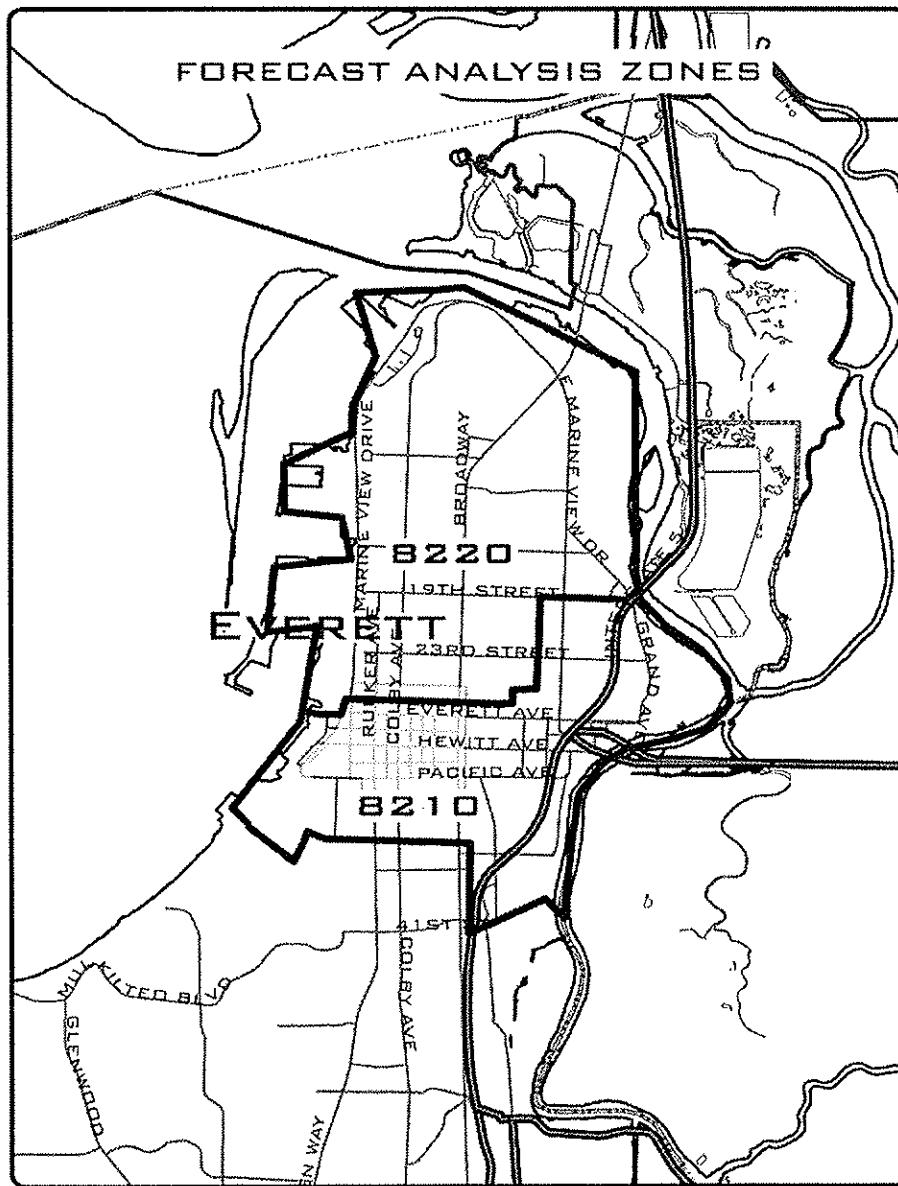
	2000	2010	2020	2030	Annual Growth Rate		
					2000-2010	2010-2020	2020-2030
<b>Regional Population (000s)</b>							
Puget Sound Region	3,276	3,671	4,115	4,535	1.1%	1.1%	1.0%
Snohomish County	606	733	860	985	1.9%	1.6%	1.4%
Everett	218.3	263.2	304.5	348.7	1.9%	1.5%	1.4%
Everett Central	27.8	30.4	33.6	37.5	0.9%	1.0%	1.1%
Everett CBD	8.8	10.3	12.2	14.1	1.6%	1.7%	1.4%
<b>Regional Employment (000s)</b>							
Puget Sound Region	1,749	2,010	2,279	2,536	1.4%	1.3%	1.1%
Snohomish County	217	262	309	358	1.9%	1.7%	1.5%
Everett	119.0	142.0	164.0	186.0	1.8%	1.5%	1.3%
Everett Central	29.6	38.0	43.9	49.5	2.5%	1.5%	1.2%
Everett CBD	15.4	21.4	24.9	28.1	3.3%	1.5%	1.2%

Source: Puget Sound Regional Council

As shown, the population of the four-county region was 3.3 million in 2000 and is projected by PSRC to reach 4.5 million by the year 2030. The population of Snohomish County represented approximately 19 percent of the regional population in 2000, with that share projected to increase to 22 percent by 2030. Snohomish County's share of jobs is exceeded by its share of population, with 12 percent of regional jobs located in Snohomish County in 2000. The share is expected to increase slightly to 14 percent by 2030.

The Everett area (as defined by PSRC) is anticipated to grow nearly 60% by the year 2030, with employment expected to double during the same time period. Population in the Central Business District of the city is projected to increase to 14,100 people by 2030, up from the 2000 population of 8,800. The boundaries of Everett Central and the Everett CBD are shown in Figure III-1. Employment is anticipated to increase from 15,400 jobs as of 2000 to 28,100 jobs by the year 2030.

**Figure III-1**  
**Everett Sub Area Boundaries**



### **CITY OF EVERETT**

The City of Everett has an estimated population of 97,500 as of April 1, 2005. As shown in Table III-2, this represents a 6.6 percent increase compared to the 2000 Census population of 91,488.

**Table III-2**  
**City of Everett**  
**Population and Housing Units**

	2000 <sup>1</sup>	2005 <sup>2</sup>
Population	91,488	97,500
Housing Units	38,512	41,947
Multifamily Housing Units	18,720	20,651

1. 2000 US Census.

2. 2005 Office of Financial Management estimates.

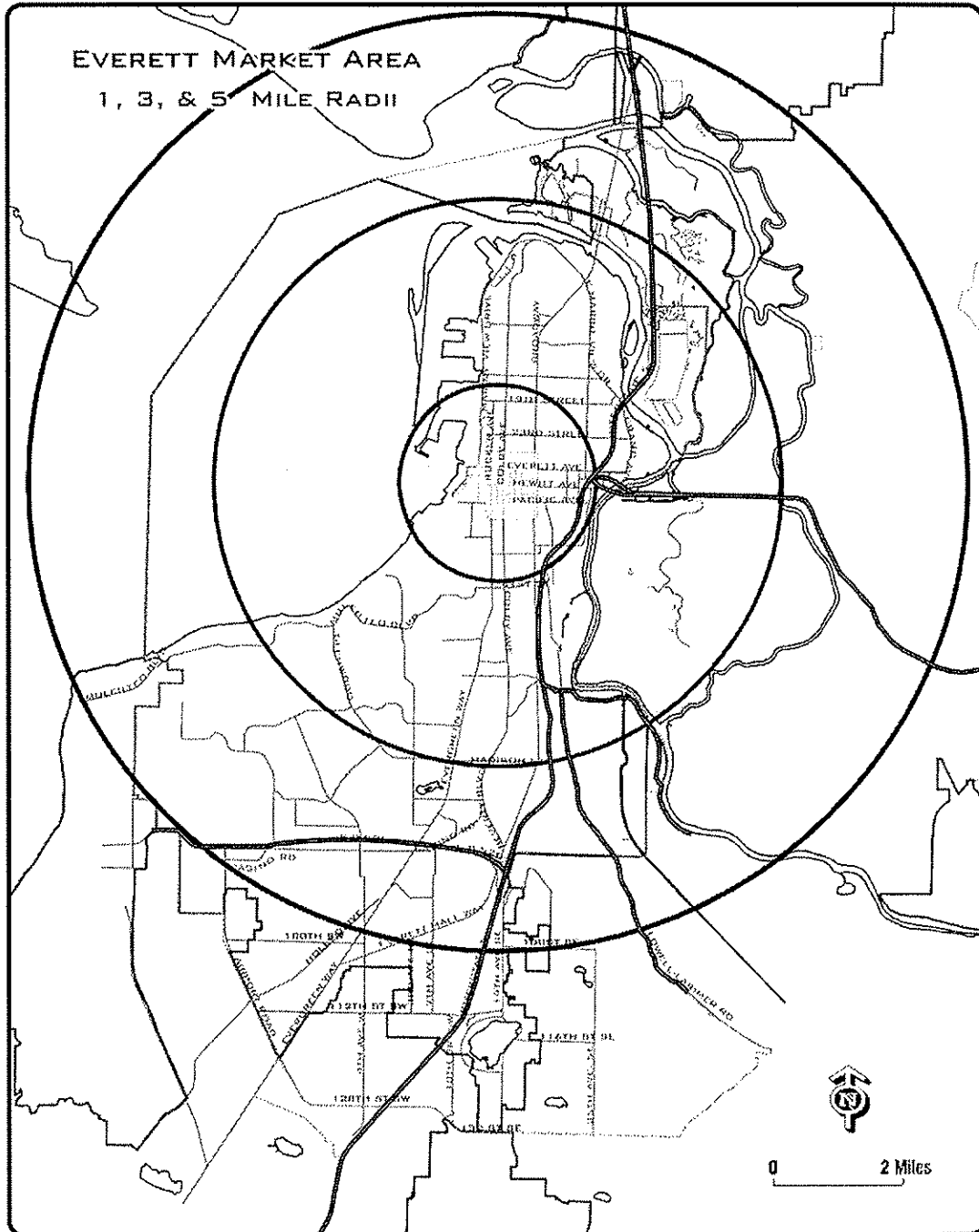
Total housing units increased 8.9 percent between 2000 and 2005, while multifamily units were up over 10% during the same period.

### **EVERETT MARKET AREA**

Population and economic data can also be presented in terms of distance from the center of Downtown Everett (defined as Colby and Hewitt). As shown in Figure III-2, the 1 mile radius includes most of Central Everett; the 3 mile radius extends north to include the balance of the Everett Peninsula; and the 5 mile radius extends north to Marysville and south to Paine Field.

The demographic characteristics within each ring are compared for 2004 in Table III-3. The population within the one mile ring is 16,000 and almost 100,000 in the 5 mile ring. The larger market area includes a higher incidence of owner occupied housing, higher median income and higher average retail purchase.

**Figure III-2**  
**Everett Market Area**  
**1, 3 and 5 mile Radii**



The demographic characteristics within each ring are compared for 2009 in Table III-4. The relationships among the three areas are similar to 2004. The rates of growth can be summarized as follows:

**Table III-3**

**Downtown Everett Market Area  
Demographic Comparison - 2004**

	1 mile radius	3 mile radius	5 mile radius
<b>Population</b>	16,198	48,412	98,537
<b>Households</b>	6,282	19,080	37,922
<b>Housing Units</b>			
<b>Owner Occupied</b>	33.7%	50.2%	56.7%
<b>Renter Occupied</b>	66.3%	49.8%	43.3%
<b>Median Age</b>	34.4	35.2	34.7
<b>Household Income</b>			
<b>Median</b>	\$33,895	\$42,442	\$47,547
<b>Total</b>	\$409,696,014	\$1,273,380,836	\$2,617,044,183
<b>Retail Purchases</b>			
<b>Average Amount</b>	\$17,574	\$19,472	\$20,118
<b>Total Amount</b>	\$110,399,868	\$371,525,760	\$762,914,796

Source: STBD Online

**Table III-4**

**Downtown Market Area  
2009 Projections Estimates**

	1 mile	3 mile	5 mile
<b>Population</b>	16,363	49,272	103,460
<b>Households</b>	6,442	19,618	40,154
<b>Housing Units</b>			
<b>Owner</b>			
<b>Occupied</b>	2,216	10,028	23,259
<b>Renter</b>			
<b>Occupied</b>	4,226	9,590	16,895
<b>Median Age</b>	35.6	36.8	36.2
<b>Household Income</b>			
<b>Median</b>	\$36,453	\$47,604	\$53,298
<b>Total</b>	\$459,734,848	\$1,440,811,824	\$3,089,729,440
<b>Retail Purchases</b>			
<b>Average</b>			
<b>Amount</b>	\$18,787	\$20,805	\$21,574
<b>Total Amount</b>	\$121,025,854	\$408,152,490	\$866,282,396

source: STBD Online

	1 mile	3 mile	5 mile
Population	1.0%	1.8%	5.0%
Households	2.5	2.8	5.9
Owner Occupied Housing Share	5.2	1.8	2.1
Median Age	3.5	4.5	4.3
Household Income	7.5	12.2	12.1
Average Retail Purchased	6.9	6.8	7.2

The 5 mile ring is projected to show the strongest growth in population and income.

## **DOWNTOWN EVERETT**

City staff have estimated the current population of the Downtown Study Area to be 3,775. Detailed demographic and economic characteristics for a larger area, as defined as census tracts 405, 406, 407, and 408 (FAZ 8210), are provided in Table III-5. Tracts 407 and 408, which consists of most of downtown located between Broadway and the waterfront, accounts for nearly 60% of the total population of 8,768. Likewise, approximately two-thirds of the housing units are in these two census tracts, and 86% of the multi-family units are in these tracts.

**Table III-5**  
**Demographic/Economic Characteristics**  
**Everett CBD (FAZ 8210)-2000**

	Census Tract				
	405	406	407	408	Total
Population	2,500	1,015	3,197	2,056	8,768
Age (Median)	32.2	34.2	38.8	37.4	35.7
Households	953	321	1,437	1,032	3,743
Housing Units	1,027	348	1,617	1,106	4,098
Single-family	841	210	371	457	1,879
Multi-family	179	138	1,230	649	2,196
Avg. Household Size	2.6	2.4	1.7	2.0	2.2
Median Household Income	\$39,049	\$36,172	\$22,092	\$31,514	\$32,207
Per Capita Income	\$17,077	\$16,914	\$15,995	\$21,516	\$17,876
Education Attainment					
% High School Graduates	79%	82%	76%	79%	79%
% BA Degree or Higher	8%	10%	13%	18%	12%

Median household income is lowest in Tract 407, well below the other three tracts. This reflects the smaller average household size in Tract 407. Education attainment is similar among the four downtown census tracts regarding the percentage of high school

graduates, whereas the percentage of people with college degrees ranges between 8 and 18 percent, with the latter (Tract 408) representing the west side of downtown.

## EMPLOYMENT

There were an estimated 68,077 jobs in the City of Everett in 2003 as shown in Table II-6. This represents approximately 0.72 jobs per capita. In comparison, Snohomish County as a whole had approximately 0.36 jobs per capita.

**Table III-6**  
**Employment in the City of Everett 2003**

<b>Industry/Trade</b>	<b>No. Employed</b>
Construction and Resources (Mining, Forestry)	1,841
FIRES (Finance, Insurance, Real Estate)	2,683
Services	21,386
Manufacturing	23,855
Retail	6,045
WTCU (Wholesale trade, Transportation, Communication, Utilities)	2,687
Education	2,513
Government	7,068
<b>Total</b>	<b>68,077</b>

Source: 2003 Puget Sound Regional Council information obtained from the Washington State Employment Security Department

The largest employers in the City are shown in Table III-7.

**Table III-7**  
**Characteristics of Major Everett Employers**

Company	No. of Employees	Description
Boeing Company	23,700	Commercial aircraft
Providence Hospital	2,500	Medical care
Snohomish County	2,478	County government
Verizon	1,659	Telecommunications
Everett School District	1,500	Public education
John Fluke	1,236	Electronic instruments
Everett Clinic	1,200	Medical care
City of Everett	1,082	City government
PUD #1	975	Electric utility
Kimberly-Clark	910	Paper products
Intermec	800	Electronics
Everett Community College	660	Adult education
Community Transit	498	Public transit
Albertsons	440	Grocery
The Herald Newspaper	400	Publishing

Source: Snohomish County Economic Development Council

Services and manufacturing account for nearly two-thirds of employment in Everett. As shown in Table II-5, the largest employer in the City is the Boeing Company, which had nearly 24,000 employees in 2003, most of whom are located in the Paine Field area in south Everett. Other major private businesses consist of Providence Hospital, Verizon, and John Fluke Manufacturing. The largest public employers are Snohomish County, the Everett School District, and the City of Everett.

The figures in the table do not include employment at Naval Station Everett. According to the study of the Economic Impact of Naval Station Everett, prepared for the City of Everett in November, 2004, the Station employs the following:

Military Personnel	
Afloat	4,581
On-shore	1,076
Civilian Personnel	<u>653</u>
Total	6,310

Further, each direct job supports an additional .67 jobs as a result of the multiplier effect.

## INCOME

The most recent figures for household income for the larger region were estimated by the Office of Financial Management for 2003. Figures are available at the Census tract, forecast analysis zone, and city levels from the 2000 Census for 1999. Figures for Puget Sound counties for 2003 are summarized in Table III-8.

**Table III-8**  
**Household Income Estimates – 2003**  
**By County**

	<b>Median</b>
King	\$60,195
Kitsap	\$48,683
Pierce	\$49,963
Snohomish	\$58,349

Source: Office of Financial Management,  
2003 Household Income Preliminary Estimates

Income estimates for downtown Everett are summarized in Table III-9.

**Table III-9**  
**Per Capita Income Estimates**  
**Downtown Everett – 1999**

<b>FAZ</b>	<b>Area Identification</b>	<b>Census Tract</b>	<b>2000 Population</b>	<b>Per Capita Income</b>	<b>Aggregate Income</b>
8210	Everett CBD	405.00	2,500	\$17,077	\$42,692,500
8210	Everett CBD	406.00	1,015	\$16,914	\$17,167,710
8210	Everett CBD	407.00	3,197	\$15,995	\$51,136,015
8210	Everett CBD	408.00	<u>2,056</u>	<u>\$21,156</u>	<u>\$43,496,736</u>
		Total	8,768	\$17,620	\$154,492,961

Source: 2000 Census; Property Counselors